



Communications Manager Position

Deadline to Apply: March 26, 2019

To apply: <https://app.smartsheet.com/b/form/8f0641b7493a4e87a23c1045066d9945>

About the Billion Oyster Project:

Billion Oyster Project's (BOP) mission is to restore oyster reefs to NY Harbor through public education initiatives.

Oysters were the keystone species and original ecosystem engineers of New York Harbor. Today, oysters are functionally extinct in the Harbor as a result of overharvesting, dredging and pollution. Restoring oysters and reefs will restore the local marine ecosystem's natural mechanisms for maintaining itself, resulting in cleaner water and greater biodiversity.

BOP engages the community directly in the work of restoring one billion oysters through its restoration-based STEM education programs for middle and high-schoolers, its shell collection program which works with NYC restaurants to collect oyster shells for reef substrate, and its volunteer program which welcomes the community at large to get involved in hands-on restoration work.

Billion Oyster Project was born out of the New York Harbor School (NYHS), a public high school which provides a college preparatory education built upon New York City's marine & maritime industry. NYHS remains Billion Oyster Project's flagship education partner. The education instills in students the ethics of environmental stewardship and gives them the skills needed for careers on the water. As sophomores, Harbor School students enroll in one of seven career and technical education (CTE) programs of study including Aquaculture, Vessel Operations, Marine Biology Research, Professional Diving, Ocean Engineering, Maritime Policy & Advocacy, and Marine Systems Technology. Each CTE program has a role within the Billion Oyster Project that extends students' education from the classroom into a real-world context.

Position Description:

Billion Oyster Project is seeking a Communications Manager who can effectively share the mission of Billion Oyster Project with our stakeholders while leading audience growth, audience engagement, and press/media for Billion Oyster Project, including our digital and social media presence. The Communications Manager is tasked with responding to and completing grant deliverables and the creation of collateral with support from a designer when needed. The Communications Manager will collaborate with all departments across the organization and with the Communications Committee of the Board of Directors, reporting to the Deputy Director. This role will also support the Director of Development by creating and executing online fundraising campaigns. Our target: making Billion Oyster Project a household name in the next 4–5 years. We want our audience to understand and appreciate the history and ecosystem function of oyster reefs in New York Harbor and why it is important to restore them through public education initiatives.

Responsibilities include, but are not limited to, the following:

Communications Strategy

- Strategize and manage all Billion Oyster Project external communications determining what stories about our work we should tell, when and to whom
- Collaborate on a regular basis with all departments within the organization to acquire/develop storytelling assets and meet partner needs
- Create, execute, and oversee the overall strategic communications plan and editorial calendar
- Help prepare public communications of all kinds
- Coordinate photography for events and activities for use in communications
- Solicit and manage photography permissions and media releases for all students and adults as needed

Press Management

Manage all aspects of Billion Oyster Project public relations:

- Solicit and respond to press requests in order to maximize relevant visibility of BOP
- Manage ongoing press relationships and cultivate new press relationships
- Identify opportunities for press to tell key Billion Oyster Project stories
- Organize press visits: coordinate with internal staff and external parties such as NYC Parks or The Trust for Governors Island, arrange spokespeople from Billion Oyster Project, and arrange all logistics for such visits
- Work with Communications Committee of the Board of Directors to generate new leads and refine press strategy
- Create and oversee Press Protocols for large-scale projects with partners, such as reef installations
- Write and issue press releases to support BOP activities
- Serve as Speaking Request Liaison, responding to requests for speakers and proactively seeking out appropriate venues at which BOP speakers may be featured
- Maintain press kit materials
- Manage brand to ensure accuracy in all public representations of our work
- Monitor and respond to mentions of BOP in the news
- Work closely with event consultants and other appropriate staff in marketing and publicity for fundraising events
- Think creatively about big visibility opportunities in NYC and how Billion Oyster Project can execute
- Organize and maintain electronic press links folder
- Manage brand photography and video including legal permissions for photography, video, and press (with respect to both artist permissions/credits and permissions from the children/parents and community members featured in photographs)

Digital Communications and Audience growth:

- Social media audience engagement and growth
 - Post consistently to Billion Oyster Project channels (currently Instagram, Facebook, Twitter) featuring the various aspects of BOP's work

- Post key content and messaging that is timely and relevant to a broad audience
 - Identify and execute tactics for aggressive growth
 - Help Billion Oyster Project to identify which channels to prioritize and other platforms to consider
- Digital Newsletter audience engagement and growth
 - Lead strategy, design and write consistent eblasts, and execute in MailChimp
 - Segment Billion Oyster Project audiences into target groups
 - Regularly track results and optimize best practices
- Website Management
 - Maintain website and ensure information is accurate and informative
 - Increase traffic to Billion Oyster Project website
- Engage the Communications Committee of the Board of Directors in growing all audiences

Development:

- Work closely with Director of Development on online fundraising campaigns
- Work closely with Director of Development on creating fundraising tools, such as writing the copy for the Annual Report
- Create collateral on an as-needed basis, and oversee (and have final sign-off) collateral created by other departments

Skills & Qualifications

- Excellent social media skills, and initiative to keep up with trends in this fast-evolving space
- Excellent interpersonal, writing, and research skills, and comfort with public speaking
- Ability to think lean and to think big (what surprising things can we do to make New Yorkers aware of Billion Oyster Project?)
- Comfort working in a fast-paced environment and re-adjusting priorities as needed
- Comfort managing vendors, freelancers, and interns
- Ability to work outside (e.g., managing press at a reef installation) and in an office setting
- Must be very well organized
- Availability to work occasional nights and weekends
- Basic Google Suite skills
- Basic design/layout experience (Adobe Photoshop, Adobe InDesign, Microsoft Publisher)
- Strong visual and design sense; Graphic design skills a plus
- Comfort with website management
- Experience with Mailchimp preferred
- Must pass a background and fingerprint check *
- Background in educational communication, environmental communication, maritime communication, or nonprofit communication - a plus, but not required

Education & Experience

- At least 3 years of professional experience in a Communications/Marketing role
- Bachelor's degree or equivalent proven work experience

- Proven record of aggressive audience growth (for brand or personal digital/social channels) preferred
- Experience managing press relationships preferred

Salary

Salary is commensurate with experience. Position is a full time, year-round position and benefits include health insurance and four weeks of paid vacation time.

BOP's goal is to be a diverse workforce that is representative, at all job levels, of the communities we serve. We are committed to providing an environment of mutual respect where equal employment opportunities are available to all applicants and teammates without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state or local laws. Billion Oyster Project believes that diversity and inclusion among our teammates is critical to our success as an organization, and we seek to recruit, develop and retain the most talented people from a diverse candidate pool.

** Any person working in the New York City DOE buildings, working with NYC DOE students or who has access to NYC DOE confidential information is required by New York State law to undergo a security clearance, including fingerprints, prior to commencing services. All prospective employees (either working for NYC DOE or for a Vendor) must have a security clearance before starting work. No one can be fingerprinted by the NYC DOE or undergo the security clearance unless they have been added to the organization or agency's PETS (Personnel Eligibility Tracking System) roster.*